

New Building Products Adding To Woes of Lumber Industry

By REYNOLDS KNIGHT
The beleaguered lumber industry, which expected an improvement in sales this year following a 1961 slump in which prices dipped to an 11-year low, is being beset by a new problem — increasing competition from non-wood building products.

The non-wood materials — including plastics, metals, tile, and concrete — are cutting deeply into traditional lumber markets this year. The effects are being felt in both hardwood and softwood sales.

INCREASED USE of established non-wood building products such as plastics, rubber, tile, and concrete in flooring installations has posed a threat to hardwood producers; the softwood market is feeling the effect of new materials, including plastics and metals, in siding, framing, and other building items.

Adding to the problem is the

demand for pre-fabricated homes, most of which use less wood than the average conventional home, and the increasing use of plywood and fiberboard. These, when used in place of board wood, actually reduce the amount of lumber in a given structure.

PRODUCT PIONEER — Catering to a wide variety of consumer taste preferences has led the cigarette industry to develop new products, packaging innovations, and marketing techniques at rapidly increasing rate in recent years. Just a generation ago, there were only four popular brands; today there are more than 40. In 1930, menthol and filter cigarettes were virtually unknown; now they represent 54 per cent of domestic cigarette sales.

Leading the industry in coverage of the different taste segments of the market is the Brown and Williamson Tobacco

Corp., which now distributes eight different brands. B&W is also one of the industry's most active product pioneers.

SINCE THE beginning of this year, for example, the company has added Raleigh premium coupons to its light menthol Belair blend; marketed Viceroy in a 50-cigarette aluminum case and in a conventional-size "slide-top" box in the New York City area; introduced the industry's first king-size, non-filter menthol Kool, in New England; and marketed a new pipe tobacco, Pipe Major, in Hawaii.

While B&W is hardly alone in improving tobacco products, the company can claim a number of "firsts," including: popularizing of menthol cigarettes when Kool was introduced in 1933, and filter cigarettes, with a national promotion for Viceroy in 1936.

LOBBY DEADLOCK—Wash-

ington sources predict that the developing controversy over whether the earnings of farmer cooperatives should be taxed will lock two powerful lobbies in bruising combat. They are the free-enterprise business lobby and the lobby of the giant farmer co-ops, many of which have grown to great size thanks to their virtually tax-exempt status.

Business representatives, whose first pay income taxes at rates up to 52 per cent, are alarmed by the increasing number of acquisitions of private firms by tax-exempt co-ops.

SOME CONGRESSMEN feel that the multi-million-dollar co-ops are "hiding behind" the small local co-op enterprises. One of them has said: "The big co-op which is the subject of complaint continues to hide behind the little consumer and marketing co-op which most people think are desirable things . . . the complaint has never been against that operation. It has been against the large co-op which has gone way beyond the original consumer and marketing co-op and has become a competing method of doing business with the corporate method"

The proposals to tax the co-ops, now going through the Congressional gauntlet, are meeting stiff opposition by the co-op lobby, even though the proposals have been considered

ably watered down in committee.

THINGS TO COME—A New Jersey firm has introduced a lawn spray to color grass green; the spray is harmless and resistant to fade and rain, the firm claims . . . A compact water purifier for small boats has been developed; the device reportedly purifies sea water at an 8-10 gallons-per-hour rate . . . A transistorized radio transmitter the size of a cigarette pack is on the market; the transmitter requires no license, can be used as a home intercom, the maker claims.

COIN-OP CALAMITY—The fast-growing coin-operated laundry and dry cleaning industry has increased the tempo of its marketing and advertising programs in recent months as coin-op manufacturers maneuver for leadership in the relatively new field. Latest approach is directly to the consumer. The objective, according to several industry spokesmen, is to establish a company's "image" with the public in specific market areas. Some firms have doubled their ad budgets, and others have designed their coin-op centers with lounges, decorator color schemes and functional layouts, to speed the image-building process.

BITS O' BUSINESS—Aluminum production reached 170,

140 tons in January, the highest monthly output since August, 1960, an industry report noted last week . . . Retail auto sales in mid-February hit the fastest pace since 1957; deliveries were up nearly 30 per cent over the like period last year . . . A commodity report issued last week said the consumer price of frozen orange juice is down an average of three cents a can from last year's prices, but fresh orange juice are up considerably.

BMHS Wins Six of Ten Art Awards
Patrick McGauley, 15-year-old student at Bishop Montgomery High School, is winner of the 1962 Mary's Hour poster contest, it was announced yesterday by Father John P. Langille, director.

Roberta Lynn Enski, St. Paul High, Santa Fe Springs, placed second and Mary Ellen Dowd, Bishop Montgomery, third. Honorable mention went to Linda Marya Otis and Bettye Reed, St. Mary Academy; John Stewart, St. Paul; Irene Ryan, Barbara Gantner, David Sloovich and Sue Edwards, Bishop Montgomery.

Bishop Montgomery High won six of the top ten. Fifteen high schools were represented by 175 posters.



Annual One-Act Play Festival Scheduled

One-Act Play Festival students, directors, and actors at Torrance High School are busy staging three original one-act plays to be presented in the high school auditorium on Friday, March 30, at 8 p.m. The three plays were selected by Miss Rosemary DeCamp, sponsor of the One-Act Play Festival, from many original plays.

The One-Act Play Festival, now in its eleventh year, was sponsored by Miss DeCamp to emphasize the creative writing of one-act plays.

A mystery, "A Fallen Love," by Frances Adams; "Blood is Thicker," a farce by Linda Kraegel; and "Man Minus God," a tragedy by Ronald Heller, have been selected to be presented.

In accordance with traditional pattern, a panel of experts will evaluate the various aspects of student writing, directing and casting. These evaluations will be presented in the Torrance High School cafeteria.

Panel guests include Judge John A. Shidler, Dr. James H. Butler, Dr. W. David Sievers, Stanley Wilson, Marvin Borowsky and Reuben G. Plaskoff.

Members of the cast and drama students of Torrance High School are engaged in an advanced sale of tickets. Tickets, \$1 for adults and 50 cents for students will be available at the door of the auditorium on the evening of the performance.

Cub Scout Pack 733C
Phillip Hunt of 2310 W. 177th St., a member of Cub Scout Pack 733C, recently won a miniature model gas driven car at the Sports and Travel Show in the sports arena at Los Angeles.

ABOUT 35 members of the pack will take part in the Pinewood derby Thursday, March 22, at the Arlington School. The event will start at 7:30 p.m.

The 40-foot long track is six feet high at one end. This will mark the second time the derby, sponsored by the Arlington School PTA, has been held.

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Even 2 and 3-pc. suit dresses.
Misses' - juniors' - petites, youthful half sizes.

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Law in Action

Our laws seek special protection for children.

(1) Adults cannot deal with children as they can with adults. Children can be relieved of contracts or the contracts may be void to begin with.

(2) The law presumes that children under 14 years old cannot form an intent to commit crimes. Even if they do what would be crimes for an adult, they get special treatment. Juvenile courts do not punish children like adults. The court can return them home, put them in special homes, or assign them to the Youth Authority.

(3) Recently a driver ran over a four-year-old crossing the street. The child ran about five or six feet ahead of his mother. The driver denied blame for the child's injuries. But even if he were to blame, he said, the child's own negligence helped to bring on his own injuries and excused the driver.

The court held as a matter of law that such a young child could not be "contributorily negligent," and he could recover from the negligent driver. The fact that the mother may be negligent herself does not affect the child's claim although it would affect the mother's right to relief for any expense she incurred as a result of the child's injuries.

(4) As a rule, parents also are liable up to \$300 for each malicious act of their children resulting in injury to property. Besides, parents might be negligent themselves in not controlling their children, in giving them dangerous things such as guns, or in aiding them in mischief.

Even though liable for their own acts, children do not have to meet the same standards of conduct as do adults. Nor can they grasp dangers and form sound judgments as adults ought to.

Thus trespassing children aren't held to the same standards or responsibility as adults are. Land owners might even be liable, for example, if they have dangerous things that lure children on to their land and injure them.

Adults must also be prepared for "unreasonable" actions of children. In play areas you might expect a child to dash in front of your car.

Note: California lawyers offer this column so you may know about our laws.

STAR GAZER

By CLAY R. POLLAN

Your Daily Activity Guide According to the Stars.

To develop message for Thursday, read words corresponding to numbers of your Zodiac birth sign.

<p>Aries MAR. 21 - APR. 20 7-10-12-14 33-34-38</p> <p>Taurus APR. 21 - MAY 21 4-14-16-22 24-31-32-39</p> <p>Gemini MAY 22 - JUNE 21 20-26-30-45 60-71-72</p> <p>Cancer JUNE 22 - JULY 23 36-37-39-50 55-59-61-69</p> <p>Leo JULY 24 - AUG. 23 51-53-58-61 65-67-80-82</p> <p>Virgo AUG. 24 - SEPT. 23 2-6-9-25 28-29-45-56</p>	<p>4 Cling 2 Your 2 Take 4 Trick 5 To 6 Outlook 7 Be 8 Your 9 Toss 10 A 11 Seek 12 Laundry 13 A 14 Day 15 Be 16 Be 17 Messages 18 Go 19 Astory 20 Today's 21 Faith 22 Patient 23 Luck 24 Avoid 25 A 26 Favorable 27 And 28 Turn 29 For</p>	<p>31 Arguments 32 Control 33 For 34 Year 35 Deeds 36 Deeper 37 Monday 38 Home 39 On 40 Bold 41 Focus 42 Happen 43 For 44 An 45 Barking 46 Frills 47 Year 48 Incurious 49 Pocketbook 50 Your 51 Make 52 Shop 53 Things 54 For 55 Own 56 Kitchen 57 Part 58 Turn 59 Effects 60 Insurance</p>	<p>61 Today 62 And 63 In 64 Equipment 65 You 66 Public 67 Can 68 Usual 69 Book 70 Comprehend 71 Top 72 Accuse 73 Accuse 74 Accuse 75 Don't 76 And 77 And 78 Make 79 Be 80 Get 81 Be 82 Results 83 Improvement 84 Reasonable 85 The 86 Better 87 Disagree 88 Falter 89 Independent 90 Treasurer</p>
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